

EFFICIENCY AND INNOVATION: MARKETING AUTOMATION AS A DRIVER OF PERSONALIZE STRATEGIES AND INCREASED COMPETITIVENESS

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Abstract

Marketing automation represents a modern approach to improve the efficiency and effectiveness of marketing activities through the application of technologies and software tools. Its significance stems from its ability to optimize time and resources not only of marketers, but also of entrepreneurs in the business sector, enabling personalized communication with customers on a large scale. The main motive behind automation is the need to better understand consumers and their needs, build long-term relationships and increase profit through automated data monitoring and analysis. Research in this area is commonly conducted through quantitative and qualitative methods, including surveys, analyzes of existing systems and case studies. The main goal of marketing automation is to improve lead generation processes (the process of attracting and identifying potential customers), customer retention and the measurability of marketing strategies, enabling companies to remain competitive in a dynamic business environment.

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INTRODUCTION

In the modern digital age, marketing is constantly evolving, with automation becoming an essential element for creating successful and efficient marketing strategies. Rapid technological progress, increased availability of data and the need for more efficient management of marketing activities are driving the introduction of automation as a tool for transformation.

By automating tasks such as market segmentation, personalizing content and tracking user interactions, companies can not only increase efficiency, but also create innovative approaches to engaging with their customers. This process not only reduces operating costs, but also increases market competitiveness, as it allows companies to be more flexible, proactive and results-oriented. The analyzes in this scientific paper examines how marketing automation drives innovation and shapes competitive dynamics, opening up new opportunities for developing strategies and achieving sustainable success.

1. MARKETING AUTOMATION AND ARTIFICIAL INTELLIGENCE

The basic idea of every entrepreneur is to create a system of actions and procedures that will optimize his work. Marketing automation is one of the newer implementations of an idea that is as old as entrepreneurship itself.

Marketing automation is a subset of customer relationship management (CRM) or customer experience management (CXM) that focuses on defining, segmenting, scheduling and tracking marketing campaigns.

Repetitive processes with the use of marketing automation are performed in a more efficient way and an opportunity is created for their improvement and improvement. Marketing automation can be defined as a process where technology is used to automate several tedious tasks used in a marketing campaign. A marketing automation platform is a tool that allows an individual to design, execute and automate a time-bound workflow.

The repetition of the same processes that enable the achievement of a certain goal in marketing, regardless of whether it is a campaign for greater awareness of a certain brand (product or service) or a campaign for greater direct conversion, lead to overcoming repetitive processes and building a completely new digital innovative approach that will enable greater effectiveness of marketing processes and development of an optimal marketing strategy.

1.1 HOW MARKETING AUTOMATION IS CHANGING THE MARKETING CONCEPT

The problem of unnecessary repetition of work processes that almost all marketing managers face sums up their active working time and not only that, but the whole process seems confusing, aimless and strategically disoriented. The end result is wasted resources: time, energy and money with no visible economic effect.

1.1.1 The disadvantages of the marketing process if automation is not used are the following:

1. Precious time is wasted - time is the most precious resource in today's dynamic world. Instead of focusing our time on devising new marketing strategies and tactics, on analyzing the information obtained from marketing campaigns, we spend our time on daily social media posts, emails to users, writing articles or newsletters.

2. Reduced efficiency - unnecessary procrastination and wasting time is directly related to the reduction of efficiency which is crucial to the success of the enterprise.

3. The focus is lost from the goals in the short and medium term - the preoccupation with the details in the short term does not give the whole long-term picture. Although the long-term end goal is set, we still fail to differentiate between the short-term and medium-term goals that are necessary to achieve the ultimate goal of our business or our digital marketing campaign.

4. Reduced profit rate- Efficiency of the work process means better results for less spent resources (time, money, human capital). We can be more engaged, which will increase sales, but the time spent on marketing without automation will be so high that it will increase costs, thereby reducing profits.

For any successful business, the optimal ratio of sales and profit rate is important. Large sales can be made, with high costs, leading to low profits. Therefore, a significant parameter for evaluating a successful business is the amount of the profit rate.

1.1.2. Benefits of marketing automation

Contrary to the above-mentioned disadvantages, marketing automation brings the following benefits: effective management of time as a resource, increasing the efficiency of work processes, setting a clear focus on short- and medium-term goals. In this way, more valuable time is obtained for making periodic analyzes of the results and increasing the profit rate by saving the wasted time as today's most valuable resource.

There are the following ways of automation:

1. *Email marketing automation* - using email marketing platforms (e.g., MailChimp, Active Campaign Infusion Soft, Mailer Lite, A Weber, etc.) that offer the possibility of automating the process of sending mass emails (newsletters). The settings of the parameters are simple: when we create a campaign, we create an automated campaign and put certain triggers (activators), such as joining a certain user to the company's mailing list or opening a certain email, etc.
2. *Automation of social networks* - there are specialized platforms for automation of posts on social networks, such as Buffer, Positron, Later, etc. Which offer a great opportunity to schedule posts for a week, month or several months.
3. *Blog automation (articles and PR texts)* - if WordPress is used as a CMS platform for the company's website, it is easy to make a schedule for the posts and determine the exact date and time when they will be published automatically.

Marketing automation is necessary nowadays because it saves time which is the most important resource in modern work dynamics. Marketing automation is most prevalent in email marketing, posting on social networks and blogging, i.e., content marketing.

There are three categories of marketing automation software:

1. *Marketing intelligence* - uses codes and algorithms for tracking in social networks, email, etc. to track user habits and preferences for a particular product or service. These programs can record which social network group or thread is followed, which term is loaded into

search engines, which link is used to access a network site, and so on. This allows the marketers to easily and effectively reach the target consumers who, through their behavior in the internet search history, show that they might be interested in the offered products.

2. *Structured way of selling*-The existing technology allows the targeted movement of information from its initial complex form, through the channels of social networks and users' emails, passing through several reduction filters, finally in the form of synthesized and precise marketing information to reach the end user.
3. *Advanced workflow automation*-Internal business processes such as budgeting, planning, workflow and approvals, internal communication, and the marketing calendar require automation in order to enhance the operational efficiency of the internal marketing function. Most often these systems require a CRM or COM administrator to set up a complex series of action-triggering rules to internally regulate marketing and sales workflows: designing databases, sending letters, sending emails to customers. This form of automation enhances the marketer's ability to deliver relevant content to specific targeted users at the appropriate time.

2. ARTIFICIAL INTELLIGENCE: ADVANTAGES AND DISADVANTAGES

Modern marketing uses artificial intelligence as a driving force. By intersecting data and technology, AI creates creative ideas and solutions that create transformative opportunities for marketers to redefine marketing strategies and improve customer engagement.

2.1. ADVANTAGES OF MARKETING STRATEGIES DRIVEN BY ARTIFICIAL INTELLIGENCE

1. *AI in the service of marketing*-Technologies based on artificial intelligence, such as machine learning and natural language processing, allow marketers to analyze huge databases in a fast and efficient way. In this way, precise segmentation and personalization of the market is carried out, thus enabling the providers to create targeted campaigns that are compatible with the individual preferences of the consumers.
2. *Automation and optimization of changes*-By using artificial intelligence tools all the routine tasks of marketers such as: data entry, email marketing and social media management are automated, freeing up valuable time to focus on strategic initiatives. In this way, workflows are optimized, productivity is improved and more innovative marketing solutions are arrived at.
3. *Improving the customer experience*-Chatbots and AI virtual assistants provide users with real-time support, guiding them through the purchase process. Such interaction is tailored to the needs of users resulting in satisfied customers and increased brand loyalty.
4. *Making decisions based on real data*-AI enables the collection and analysis of data from multiple sources, helping marketers understand trends and optimize their campaigns. Apart from #ChatCPT other tools like Claude AI, Zapier AI or MidjourneAI can be used for different marketing needs. A successful marketing strategy depends on making the right decisions based on relevant data.

5. *The future of marketing with AI*-Successful marketers adapt to new technological trends, develop new skills and implement AI in their marketing campaigns. Harnessing the power of AI-driven thinking opens up new opportunities for efficiency, growth and greater engagement in a dynamic and competitive marketplace, and outlines the path to more successful marketing performance.

2.2 DISADVANTAGES OF THE USE OF ARTIFICIAL INTELLIGENCE IN MARKETING

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1. *Lack of human touch*-Automation through AI can create a sense of inauthenticity. Users can feel they are interacting with an algorithm rather than a real person, which can reduce emotional connection with the brand.
2. *Violation of privacy*-AI commonly uses large amounts of data to analyze consumer behaviors, leading to their concerns about misuse of personal data and invasion of privacy.
3. *Ethical dilemmas*-Some marketing strategies created with AI, such as microtargeting or manipulative advertising can be considered unethical because they exploit consumer psychology to maximize profits.
4. *Dependence on technology*-Excessive use of AI in marketing can limit the creative thinking of marketing teams, and instead of innovative solutions, they would use generated templates created by AI. Such solutions based on incomplete or biased data would result in wrong conclusions in marketing campaigns.
5. *Costs for the implementation of new technologies*-Although AI saves resources in long run, implementing and maintaining AI systems requires significant investment, which is a challenge for smaller companies.

CONCLUSION

Creativity in the digital age is balancing traditional ideas and the innovations brought about by technology. It is key to innovation and success, especially in today's modern societies where technology is constantly evolving. The multidisciplinary approach generates marketing strategies that understand the needs of users, adapt to their needs using creative tools to solve problems and increase competitive advantage over other market participants.

Marketing automation is a key driving force in the modern business world, bringing efficiency and innovation to the strategy development process.

By introducing automation tools, companies can achieve significant resource optimization, improve targeting and personalization, and increase the speed and accuracy of marketing activities. This not only enables organizations to create more competitive strategies, but also to respond to changing consumer expectations in real time. In addition, automation opens up space for innovation through the use of artificial intelligence, data analysis and predictive algorithms, which reinforces the ability to quickly adapt to market trends.

However, to derive maximum benefit, it is crucial that companies combine these technological capabilities with human creativity and strategic thinking. Only then will automation become a catalyst for sustainable growth, expanding competitive advantages and creating a deeper connection to the market.

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